

## **Interview Preparation**

## **Be Enthusiastic!!!**

The following are questions you may be asked in a Sales Interview. We suggest that you prepare answers for each in case they crop up. I am very happy to help with possible answers. They need to be creditable and true.

Q. What is your definition of good customer service? *Should include words such as 'exceeding customer expectations and satisfying needs....'*

Q. Give an example where you have gone beyond the normal call of duty to provide good customer service? *Usually an after hours story works.*

Q. What are your biggest achievements? *Be able to prove it.*

Q. Have you made any mistakes in your career? *We all have! Give one, not a serious one that has cost money/ jobs etc.*

Q. What do you understand by a Sales Process? *Know all the steps you use and how you adapt them.*

Q. What are your reasons for leaving? *These need to be positive!*

Q. What are you looking for in your next position? *Again, be positive, not all money or car oriented. Suggestions to use words like 'security, prospects, long term...'*

We also suggest, where possible, you sell your achievements and take paper proofs to back these up. For example, if you are top of a league, try to obtain a copy to take along. Take payslips to show your earnings, commission claim forms to show numbers you have sold. Any certificates for training, FSA or courses attended all help present a good picture.

Ask questions when they give you the opportunity. These should include positive statements such as:-  
*What is the next step?*  
*How is the company doing at present?*  
*What are the plans for the future?*  
*Is there a structured development plan within the group?*

However, make sure you listen to what they have told you, so you don't repeat questions!

### **Don'ts for first interview.....**

*Ask what car you will get.*  
*Ever say you have left a position because you fell out with management.*  
*Ask for any guarantee pay.*

I believe that, having interviewed hundreds of candidates when I was in the Motor Trade as a General Sales Manager, following the above hints will greatly increase your chances of progressing to the next stage.

I am always happy to give personal help, even mock interviews if required.

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